

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of claims:**

Claim 1 (original): A method of establishing a customized electronic site for the purposes of providing products, the method comprising:

- a. obtaining over a network information specifying criteria for the customized electronic site, wherein the criteria include a selection of products and descriptions; and
- b. using the information to automatically establish a customized electronic site.

Claim 2 (original): A method according to claim 1, wherein the information is obtained by a primary electronic site.

Claim 3 (original): A method according to any of claims 1-2, wherein automatically establishing a customized electronic site includes automatically establishing a database containing the specified criteria.

Claim 4 (original): A method according to any claims 1-3, wherein automatically establishing a customized electronic site includes automatically establishing a database containing the selection of products and descriptions.

Claim 5 (original): A method according to any of claims 1-4, wherein automatically establishing a customized electronic site includes automatically establishing a database containing format preferences for the customized electronic site.

Claim 6 (original): A method according to any of claims 2-5, wherein the primary electronic site includes a first selection/purchase engine.

Claim 7 (original): A method according to claim 6, wherein establishing a customized electronic site includes replicating the first selection/purchase engine for use by the customized electronic site.

Claim 8 (original): A method according to claim 6, wherein establishing a customized electronic site includes enabling the customized electronic site to use the first selection/purchase engine.

Claim 9 (original): A method according to claim 6, wherein establishing a customized electronic site includes providing a second selection/purchase engine for use by the customized electronic site.

Claim 10 (original): A method according to any of claims 1-9, further comprising:

- a. obtaining a set of user ratings of the selection of products and descriptions over the network;
- b. analyzing the set of user ratings through a primary electronic site; and
- c. automatically suggesting products that confirm to a user's preferences.

Claim 11 (original): A method according to any of claims 1-10, further comprising:

- a. obtaining a set of consumer ratings of the selection of products and descriptions over the network;
- b. analyzing the set of consumer ratings through the customized electronic site; and
- c. automatically suggesting products that confirm to a consumer's preferences.

Claim 12 (original): A method according to any of claims 10-11, wherein the analysis is performed with a preference analysis methodology.

Claim 13 (original): A method according to claim 12, wherein the preference analysis methodology includes a collaborative filtering process.

Claim 14 (original): A method according to any of claims 1-13, wherein the network is the Internet.

Claim 15 (original): A method according to any of claims 2-14, wherein the customized electronic site is part of a primary electronic site.

Claim 16 (original): A method according to any of claims 2-14, wherein the customized electronic site is separate from a primary electronic site.

Claim 17 (original): A method according to any of claims 1-14, wherein the criteria include a selection of goods descriptions.

Claim 18 (original): A method according to any of claims 1-14, wherein the criteria include a selection of pre-specified goods descriptions.

Claim 19 (original): A method according to any of claims 1-14, wherein the criteria include a selection of services descriptions.

Claim 20 (original): A method according to any of claims 1-14, wherein the criteria include a selection of pre-specified services descriptions.

Claim 21 (original): A method according to any of claims 1-14, wherein obtaining information includes providing over a network a template that elicits user-specified data.

Claim 22 (original): A method according to claim 21, wherein the template includes a web page.

Claim 23 (original): A method according to any of claims 1-14, wherein the customized electronic site pertains to customized goods and the criteria includes customization data pertinent to customizing the goods.

Claim 24 (original): A method according to claim 23, wherein the customization data includes a logo.

Claim 25 (original): A method according to claim 24, wherein the logo is transmitted via electronic upload.

Claim 26 (original): A method according to claim 24, wherein the logo is transmitted via facsimile.

Claim 27 (original): A method according to claim 24, wherein the logo is transmitted via e-mail.

Claim 28 (original): A method according to claim 24, wherein the logo is transmitted via electronic download.

Claim 29 (original): A method according to claim 24, wherein the logo is transmitted via regular mail.

Claim 30 (original): A method according to any of claims 1-14, wherein the criteria include a selection of pre-specified marketing materials that are transmitted across the network.

Claim 31 (original): A method according to claim 30, wherein the marketing materials includes advertisements.

Claim 32 (original): A method according to any of claims 1-14, wherein the

criteria include a selection of links that are transmitted across the network.

Claim 33 (original): A method according to claim 32, wherein the selection of links includes data ports.

Claim 34 (original): A method according to any of claims 32-33, wherein the selection of links includes information pertinent to the products.

Claim 35 (original): A method according to any of claims 1-14, wherein the criteria include a selection of linkages between a primary electronic site and the customized electronic site.

Claim 36 (original): A method according to any of claims 1-14, wherein the criteria include a selection of linkages between the customized electronic site and resources pertinent to the customized electronic site.

Claim 37 (original): A method according to any of claims 17-18 and 23, wherein the primary electronic site provides the selection of goods and effects delivery of the goods to a user in bulk.

Claim 38 (original): A method according to any of claims 17-18 and 23, wherein the primary electronic site provides the selection of goods and effects delivery of the goods individually to a user.

Claim 39 (original): A method according to any of claims 19-20, wherein the primary electronic site provides the selection of services and effects performance of the services for a user.

Claim 40 (original): A method according to any of claims 17-18, 23, and 37-38, wherein the selection of goods are inventoried by the primary electronic site.

Claim 41 (original): A method according to any of claims 19-20 and 39, wherein the selection services are inventoried by the primary electronic site.

Claim 42 (original): A method according to any of claims 17-18, 23 and 37-38, wherein the primary electronic site provides the selection of goods and effects delivery of the goods to a consumer.

Claim 43 (original): A method according to any of claims 19-20 and 39, wherein the primary electronic site provides the selection and effects performance of the services for a consumer.

Claim 44 (withdrawn): An apparatus for providing a customized electronic site, the apparatus comprising:

- a. a primary electronic site, the primary electronic site including a root directory for collecting information pertinent to the customized electronic site;
- b. at least one dedicated server for serving the primary electronic site and the customized electronic site; and
- c. a primary database in communication with the at least one dedicated server, the database including images and descriptions of products offered by the primary electronic site and by the customized electronic site.

Claim 45 (withdrawn): An apparatus according to claim 44, wherein the primary electronic site includes a web page.

Claim 46 (withdrawn): An apparatus according to any of claims 44-45, further comprising at least one secondary database in communication with the at least one dedicated server, the secondary database including images and descriptions of goods offered by the primary electronic site and by the customized electronic site.

Claim 47 (withdrawn): An apparatus according to any of claims 44-45, wherein the primary database includes descriptions of services offered by the customized electronic site.

Claim 48 (withdrawn): An apparatus according to any of claims 44-46, wherein the at least one secondary database includes descriptions of services offered by the customized electronic site.

Claim 49 (withdrawn): An apparatus according to any of claims 44-48, wherein the input and output of electronic data is via a wireless connection.

Claim 50 (withdrawn): An apparatus according to any of claims 44-48, wherein the input and output of electronic data is via a hardwire connection.

Claim 51 (withdrawn): An apparatus according to claim 50, wherein the hardwire connection includes a telephone.

Claim 52 (withdrawn): An apparatus according to claim 50, wherein the hardwire connection includes a modem.

Claim 53 (withdrawn): An apparatus according any of claims 44-52, wherein the primary web site includes a first selection/purchase engine.

Claim 54 (withdrawn): An apparatus according to claim 53, wherein the customized electronic site includes a replicate of the first selection/purchase engine.

Claim 55 (withdrawn): An apparatus according to claim 53, wherein the customized electronic site is in communication with the first selection/purchase engine.

Claim 56 (withdrawn): An apparatus according to claim 53, wherein the customized electronic site includes a second selection/purchase engine.

Claim 57 (original): A computer program product for implementing the methods of claims 2-14.

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